

Introduction

What Is a Style Guide?

Simply put, a style guide provides a framework for consistent application of a brand identity. As the TELETOON brand and its sub-brands expand from On-Air to Online to Off-Air and mobile environments, it is important that all the logo elements fall within the guidelines that follow to ensure consistency, brand awareness and brand personality. After all, **programs come and programs go – when the shows are over, only our Brand and its personality remain.**

Why Do I Need a Style Guide?

As an employee, partner or supplier of TELETOON, you are one the many caretakers of the TELETOON Portfolio of Brands. Whether you're working in On-Air, Online, Off-Air or even new and emerging media platforms like mobile, you and your project have a responsibility to stay within the guidelines that follow. By doing so, it ensures that the audience receives a consistent impression of who we are and what we stand for. We've designed these guidelines to offer you flexibility to work with different colours, different layouts and different backgrounds so that **you can bring your own creativity to every project while keeping the use of the TELETOON's brand consistent.**

How Do I Use a Style Guide?

The Table of Contents will help you find all of the necessary information you need for your project. Whether it's colour palettes, fonts, or applications of the logo, you can find all the information you need in this Style Guide.

Also included are the guidelines for Online logo usage as well as co-branded blocks and programs and licensing and merchandising applications (**need from Libby**). It's simple – just **match your project to the platform, medium, or usage guidelines on the pages that follow.**

Why Do Things Like Brands and Logos Matter?

One of the most important things that a brand can represent is to be thought of as greater than the goods and services offered. Nike's "Swoosh" is an icon that helps the brand rise above selling sneakers. Apple's "Think Different" is a rallying cry that unifies both its products and its users.

The programming content we offer our audience changes over time. Not every show is a hit. Not every episode of a hit show is a winner. And that's where the power of the brand and its personality come in.

The brand identities are the "badges" that represent not just the personality of our programming but our promise to the audience:

TELETOON is an amazing world of exaggeration that lets you get away with anything. It's a place where cartoons have come of age, and the unexpected happens routinely. It's a place to laugh out loud and be challenged. It pushes your boundaries and shuts out your everyday world.

The identities and specifications that we have produced are designed to be bold, spontaneous and smart, they embody the brand personality above – edgy, but with a purpose. They represent culturally relevant and intelligent humour, in the medium of animation, that's both surprising and engaging for viewers of all ages.

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The TELETOON Brand

A Brand must start with a solid support foundation, yet at its very essence, communicate something very simple and direct to the audience. The TELETOON Brand is built with such a structure in mind.

The concept of a brand can be thought of as a pyramid consisting of different layers of meaning and involvement (see illustration). Basically it describes how the brand interacts at different levels and what defines the brand in the competitive space. For example, the bottom layer (the foundation) is what distinguishes our brand from those of our competitors.



In the case of TELETOON, we are the only Canadian network to offer Cartoons 24/7. The lower elements are the building blocks of what we do every day, from the programming that we air and the choices that we make with our promotional messages. The higher elements are what define our themes, our attitudes, our vision and personality.

English or French, Daytime, The DETOUR on TELETOON or TELETOON RETRO, all communication must deliver on "get away with anything" and be bold, spontaneous and smart. Doing this will make the TELETOON brand stronger and ensure consistency in everything we do.

How the TELETOON Portfolio of Brands is Built

The TELETOON Portfolio of Brands is built around an architecture that combines both unitary, sub-brand, and endorsed brand practices.

These and other logo permutations and combinations that comprise the brand architecture occur throughout this style guide and have been carefully considered for their strategic role as well as in their layout, sizing, font and colour applications. The chart on the following page allows you to see an overview of the brand architecture in its entirety.

TELETOON Brand Identity Architecture

The following identities are available for use on TELETOON approved materials.

Masterbrand

The logo for TELETOON Canada inc. features the word "TELETOON" in a large, bold, yellow, stylized sans-serif font. Below it, the words "Canada inc." are written in a smaller, dark blue, sans-serif font.

Brand Extensions

The logo for TELETOON.com features the word "TELETOON" in a yellow, stylized sans-serif font, followed by ".com" in a smaller, dark blue, sans-serif font.

Masterbrand

The logo for TELETOON Production Originale features the word "TELETOON" in a yellow, stylized sans-serif font, with the words "Production Originale" in a smaller, dark blue, sans-serif font below it.The logo for TELETOON Production Originale features the word "TELETOON" in a yellow, stylized sans-serif font, with the words "Production Originale" in a smaller, dark blue, sans-serif font below it.

On-Air Brands



Brand Extensions



Brand/Architecture	Description	Eng	Fr	Both	Bilingual	On-Air Main	On-Air Fixed	Mobile	Print	Collateral ^a	Online	Outdoor	Event	Swag
MASTERBRAND	the company logo for Genera			o					o				o	o
	the endorsement version of the company logo	o	o				o							
	official corporate name for the company			o						o	o			
	master website logo	o					o		o		o			
On-Air Brands														
TELETOON Daytime	On-Air logo for Daytime			o		o		o	o		o	o	o	o
The DETOUR on TELETOON	On-Air logo for evening	o	o			o		o	o		o	o	o	o
TELETOON RETRO	On-Air logo for uncit classics			o		o		o	o		o	o	o	o
Brand Extensions														
TELETOON presents	movie open, dvd line in walmart	o	o			o	o		o		o	o	o	o
TELETOON URLs	teletoon.com, ledetour.ca, teh detour.ca	o	o	o		o		o	o	o	o	o	o	o
	teletoon retro.com, teletoon.com/corp					o								
F-Night, Le V Saute	Friday Night Block	o	o			o	o		o		o	o		
TELETOON Original Productions	co-producing productions (HBO or TELETOON)			o			o		o					
Camp TELETOON	the grassroots tour and the summer programming block			o			o		o	o	o	o	o	o
As Seen on The DETOUR on TELETOON		o	o		o		o		o	o				o
As Seen on TELETOON	we use these to sticker packaged goods, DVDs (hence the bilingual need)	o	o		o		o		o	o				o
Partner Brands Guidelines														
examples:														
Cookie Jar on Demand	video on demand portal			o			o	o			o			
NELVANA on Demand	video on demand portal						o		o					
Telus Mobile				o			o	o	o		o			
Brand Extensions/ Sub-Brand Guidelines														
examples:														
TELETOON Master's Program	writing for animation seminar series	o	o		o				o	o	o		o	o
Kids Animation Workshops	to be named – kids animate PSA's that air on the network	o	o		o		o		o	o	o		o	o
TELETOON Animation	Scholarship awards program	o	o		o				o	o	o		o	o
Scholarship Awards														
TELETOON Insider/ TELETOON VIP	external newsletters				o				o		o			
In-TOON (internal employee communication vehicles)	internal employee electronic communication vehicles				o				o		o			



Masterbrand Logo / Personality



TELETOON® is licensed by the CRTC as Canada's first and only all cartoon television network broadcasting 24 hours a day, 7 days a week. Offered in both English and French, TELETOON is available in close to 7 million Canadian homes. Its programming is comprised of animated series, films and shorts that are 60% original Canadian productions combined with acquired animation from international producers and syndicators.

TELETOON offers programming that is non-exclusive, appeals to kids, teens, young adults and families. TELETOON's for one, and TELETOON's for all.

Masterbrand Personality Attributes:

The TELETOON Masterbrand mark is the "Mothership" of the TELETOON brand portfolio. She serves as the corporate face of the organization while maintaining a visual connection to the brand extensions.

Masterbrand Guidelines



Logo placement

When placing the TELETOON logo, adequate space should be provided around the logo. In all cases, the buffer around the logo should be equal to the size of the first "o" in the TELETOON logo.



Stacked logo

Use only with On-Air logo lock-ups. (The DETOUR on TELETOON)



Small version

Kerning optimized for use when print area for logo is one inch wide or less.

Masterbrand Color Palette

Masterbrand Gold			
	Pantone 7408C	CMYK 0,30,99,0	RGB 242,175,0
Masterbrand Orange Red			
	Pantone 1665C	CMYK 0,76,100,0	RGB 221,72,20
Masterbrand Dark Blue			
	Pantone 282C	CMYK 100,82,10,64	RGB 0,33,71
Masterbrand Yellow			
	Pantone 108C	CMYK 0,6,95,0	RGB 252,217,0
Masterbrand Light Grey			
	Pantone 621C	CMYK 12,1,9,2	RGB 209,223,214

Masterbrand Variations



Master

The overall corporate image of TELETOON. Use for non-consumer applications such as business cards, letterhead, and business to business premium items.



Master Outline

The overall corporate image of TELETOON. Use primarily when more contrast between background and foreground is required.



Black & White

Use in monochromatic and black and white environments on white or lighter backgrounds.



Reverse

Use in monochromatic and black and white environments on black or darker backgrounds.

Masterbrand Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
À Á Ő Ú Á Í Ó Û Æ Æ Ì Ò Û Æ Ê Î Û Ç
TA TE TI LE TOO TT TH LE
.,!?“”“”: \$+ -= # () & * @ % ^ / \ 1234567890

TELETOON Custom

This is the font used for the Masterbrand.

EEE00↑ Tō Tā Tē Tī Tē Tō Tō Tī Tī

TELETOON Custom Alternate Letters

Special alternates and two letter lockups designed for the Masterbrand Font.

Masterbrand Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$\$%^&*()_+{}|:”<>?i™£¢\$-““«...æ÷
1234567890

Las Vegas, Jackpot

Secondary font, to be applied as a title font for the Master Brandmark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$\$%^&*()_+{}|:”<>?i™£¢\$-““«...æ÷
1234567890

Gill Sans, bold

Secondary font, to be applied as a subhead font for the Master Brandmark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$\$%^&*()_+{}|:”<>?i™£¢\$-““«...æ÷
1234567890

Gill Sans, light

Secondary font, to be applied in body copy for the Master Brandmark.

Off-Air Masterbrand Do's and Don't's



Do...

apply the standard version of the Masterbrand logo on dark or light backgrounds.



Do...

apply the outlined version of the Masterbrand logo on low contrast backgrounds or on patterns that obscure the logo.



Do...

feel free to center the Masterbrand logo.



Do...

apply the logo in black or white in all monochromatic situations.



Don't...

use multiple colors for the logo, and never display the logo vertically or retype it with the TELETOON Custom typeface.



Don't...

use patterns to fill the logo.



Don't...

separate Canada inc. from the TELETOON logo, or produce TELETOON without Canada inc.



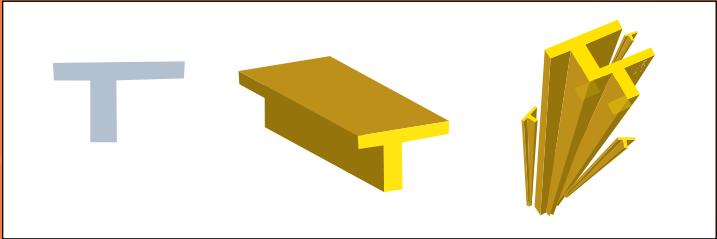
Don't...

skew or distort the logo.

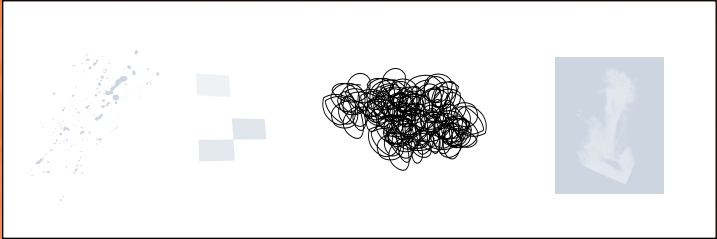
Masterbrand Design Elements Philosophy

Animation is a combination of motion, a fantastic chicanery of imagination that has delighted and enthralled for the past century. The TELETOON Masterbrand encompasses this, the essence and vitality of animation, as seen through the lenses of history and childhood imagination. From the distant past of simple line drawing, to the digital and 3D fashions of the present and future respectively, the TELETOON Masterbrand reflects the changing trends of animation as represented by the triumvirate of the Daytime block, the Detour block, and the Retro block. The ribbon element that runs through the TELETOON Masterbrand materials further solidifies this concept, with each color of the ribbon representing a different era. This parade of animation co-exists harmoniously and effortlessly, making the TELETOON Masterbrand a monument to their collective prowess and our fondest experiences in their presence. In deconstructing our generation's experiences with animation, memories of creeping downstairs for secret Saturday morning television sessions surrounded by forgotten bowls of soggy cereal are rife, in effect breaking the kingdom of reality and creating a world in which adults did not exist, ousted instead by fantasy, adventure and some of the most steadfast imaginary friends a child could hope for. The pot of gold at the end of the rainbow glowed with the warmth of cathode rays, a breakneck ride that promised a blissful landing filled with marshmallow glee. The TELETOON Masterbrand wants you to immerse yourself in this world of wonderment, frame-by-frame.

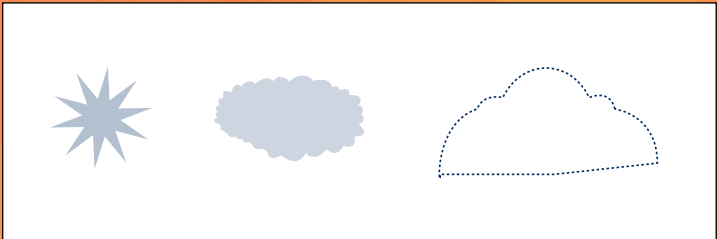
Masterbrand Design Elements



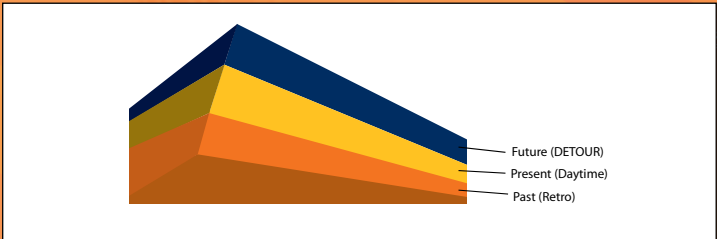
T's



Textures



Clouds and Burst



Stripes



Culmination

Off-Air Masterbrand Stationery



Letterhead

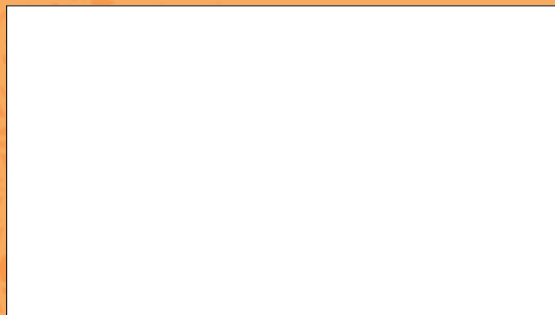
Off-Air Masterbrand Stationery



Business Card (front)



Business Card (back)



Email Signature



Powerpoint templates apply Gill Sans Bold for headlines and Gill Sans Light for body copy and bullets.



Apply the dark on light template version if designing Powerpoints for printing.

TELETOON Daytime Master Logo



Daytime Master Logo (CHUCK)



TELETOON is an amazing world of exaggeration that lets you get away with anything. It's a place where cartoons have come of age, and the unexpected happens routinely. It's a place to laugh out loud and be challenged. It pushes your boundaries and shuts out your everyday world.

Meet Chuck

The TELETOON Daytime On-Air brand essence has a special representative we would like to introduce you to – Chuck. Chuck is the embodiment of the Daytime Master personality and his main objective is “getting away with anything.” Since the TELETOON brand's tone and manner reflects that of its viewer, during the day it is a fun place with a hypothetical world with “no rules” (well, except for some rules of course).

Chuck lives in a place where cartoons have come of age and the unexpected happens all the time, and he has come here to represent an amazing world of exaggeration that let's you get away with anything.

Chuck is a vessel, a box, or a medium. Packed within Chuck is the essence and spirit of animation. He embodies the creative energy that all cartoons are made from and uses this energy when interacting with his surroundings.

Chuck is empowered with the tools to deal with any situation, real or unreal and he is an animated object, not a creature or any other organism. He is made of a semi soft rubber material, like a tough dog chew toy or a large pencil eraser. He's more flexible than a tire rubber, but not as stretchy as a rubber band.

Chuck is bold, spontaneous and smart. His attitude is raw, his actions are calculated and intentional. Chuck pushes your boundaries and shuts out your everyday world, and in essence he is good-natured, though sometimes he seems to get a bit chaotic. Chuck pushes your boundaries and shuts out your everyday world.

Who Chuck is:

- + Chuck can stretch and bend. He can bounce and jump.
- + Chuck can “suggest” line of sight through bending/leaning
- + Chuck can move any direction, limited only to the core of his structural and material constraints
- + Chuck can change colour (within his color palette), and expand, and contract

Who Chuck isn't:

- + Chuck doesn't have and cannot grow or develop:
eyes, feet, arms / hands (this doesn't include robot arms), a mouth or tongue, any human or animal-like appendage
- + Chuck doesn't talk, or sing
- + Chuck always faces forward – he can canter, but you can never see his back.
- + Chuck cannot animate off-model

Daytime Master Variations

By far the most visible element on the TELETOON network is the Daytime Master Brandmark. It is the primary element that viewers associate with the Network. Below you will find guidelines for application of the TELETOON Daytime Brandmark against various dark and light, backgrounds and well as 3D environments.



Master Daytime Brandmark

This is the primary on air logo. Apply in all cases, excluding the following amendments on this page



Master Daytime Brandmark, Stroked

Apply the stroked version of the Brandmark on backgrounds that obfuscate the Dark Blue outline.



Knockout Daytime Brandmark

This is the monochromatic variant of the On-Air Brandmark. Apply only in print when a full color process is unavailable.



Knockout Daytime Brandmark, Stroked

This is the monochromatic variant of the On-Air Brandmark. Apply only on backgrounds that obfuscate the black outline, in print when a full color process is unavailable.



3D On-Air Brandmark

When applying the Brandmark in 3D environments, the Brandmark should appear with appropriate foreground lighting, shading, and texture mapping, to communicate it's depth of character.

Daytime Master Fonts

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^&*()_+{}|:”<>?;™£¢§–“‘«...æ÷
1234567890**

Gill Sans, bold

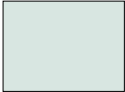
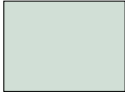
To be applied as the primary font on all titles, headers, and on screen graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^&*()_+{}|:”<>?;™£¢§–“‘«...æ÷
1234567890

Gill Sans, light

Variant of the primary font. Apply in off air applications to large blocks of text, such as body content of news letters, Powerpoints, and press releases.

Daytime Master Color Palette

TT Gold			
	Pantone 7408C	CMYK 0,30,99,0	RGB 242,175,0
TT Orange			
	Pantone 1505C	CMYK 0,76,100,0	RGB 255,110,0
TT Dark Blue			
	Pantone 282C	CMYK 100,82,10,64	RGB 0,33,71
TT Light Grey			
	Pantone 621C	CMYK 12,1,9,2	RGB 209,223,214

Off-Air Daytime Master Do's and Don't's



Do...
 apply the monochromatic version of the Daytime Master Brandmark when 4 color or spot color processes are not options.



Do...
 use the outlined version of the logo to separate it from dark backgrounds or patterns.



Do...
 center the logo if desired.



Don't...
 alter the shape of the Brandmark



Don't...
 convert the Brandmark to grey scale.



Don't...
 apply human or animal appendages to the Master Brandmark



Don't...
 reverse the knockout colors of the Brandmark



Don't...
 separate the letters in the Brandmark



Powerpoint (dark version for screen)



Powerpoint (light version for printing)

Off-Air Daytime Master Screen Bug

The Master Screen Bug is a unique iconic shape designed to represent the Master Brandmark in an abbreviated form. It's "cornerstone-T" is the dynamic device from which all On-Air navigational graphics are derived. Over time the Master Screen Bug can be used in addition or in place of the Master Brandmark as an iconic symbol of the daytime brand.



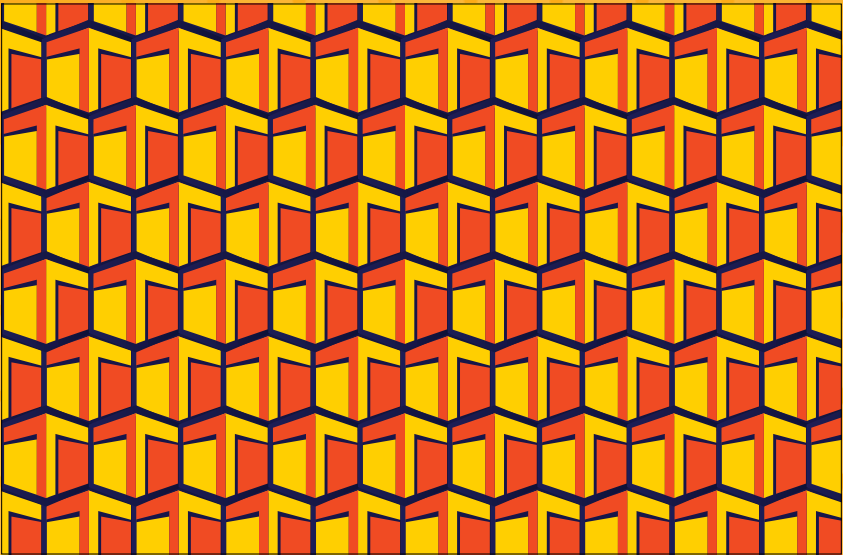
Master Bug



Monochromatic



Monochromatic, knockout



Teletoon bug tiled

The screen bugs can also be used to create patterns for backgrounds or other texture applications.



On-Air Daytime Master Do's and Don't's



Do...

animate CHUCK by stretching and bending him.



Do...

animate CHUCK by making him hop and bounce.



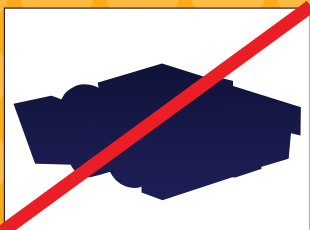
Do...

finish all daytime animations with CHUCK front and center in frame when possible.



Do...

use CHUCK as a vessel to emanate story line.



Don't...

show CHUCK from behind.



Don't...

give CHUCK human or animal appendages.



Don't...

change CHUCK's color relationship.



Don't...

fill CHUCK with patterns.

On-Air Daytime Master Keyable Brandmark



On-Air 3D Environment

When applying the Brandmark in 3D environments, the Brandmark should appear with appropriate foreground lighting, shading, and texture mapping, to communicate it's depth of character.



Keyable Over Black

Key the Daytime Master Brandmark over black by using the stroked logo.



Keyable Over White

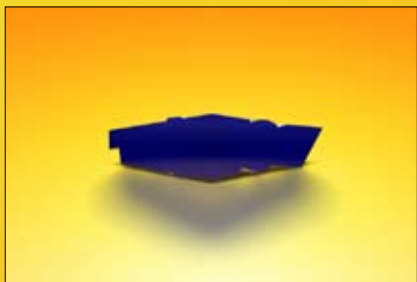
Key the Daytime Master Brandmark over white by using the primary logo.



3D Bug in Environment

The Master Screen Bug is the dynamic device from which all On-Air navigational graphics are derived. To be applied as an intrigue or opening device in addition to functioning as a basic bug.

On-Air Elements: ID #1 “Tentacles” :10 w/ :05 Hold



On-Air Branding Elements

TELETOON On-Air IDs are the primary vehicles for establishing the On-Air personality of the TELETOON brand. Typically running (4) times an hour - top and bottom and, if possible, during one break at :15 and :45, Hero IDs are designed to quickly and cleverly speak to the audience and remind them of the brand personality of the network. As programming migrates horizontally from episode to episode and vertically through the day, and into night, the IDs are intended to provide continuity of the network brand character throughout.

The narrative storylines of the following (6) TELETOON “CHUCK” IDs vary in length from :05 to :15 seconds and all feature the Hero landmark cleverly having fun interacting with elements of play around him.

On-Air Elements: ID #2 "Earth Crack":10



On-Air Elements: ID #3 "Obstruction":10



On-Air Elements: ID #4 “Puddles” :10



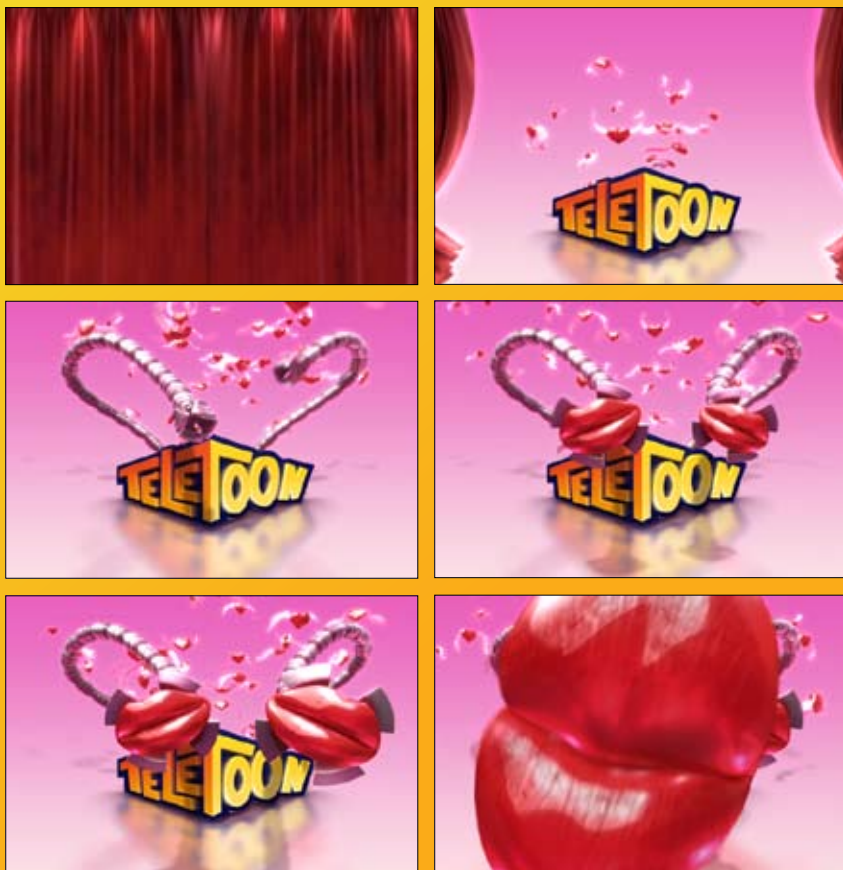
On-Air Elements: ID #5 “Sniff” :10



On-Air Elements: ID #6 “Venus Seeds” :10

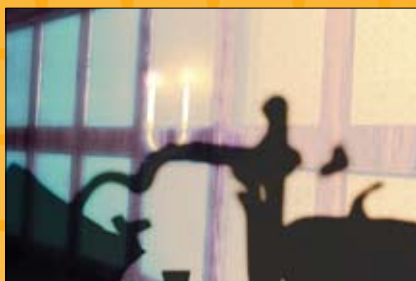


On-Air Elements: Seasonal ID #1 “Valentines Day” :10



Seasonal IDs: On special holidays and seasonal events, specially created IDs help to make the channel brand an “occasion” oriented destination to celebrate. From specials and movie stunts, to themed promotables, Seasonal IDs and their corresponding toolkit elements are to be used up to 3 days prior to tease and end immediately after the holiday is over.

On-Air Elements: Seasonal ID #2 “Halloween” :10



On-Air Elements: Seasonal ID #3 “Winter Holiday” :10

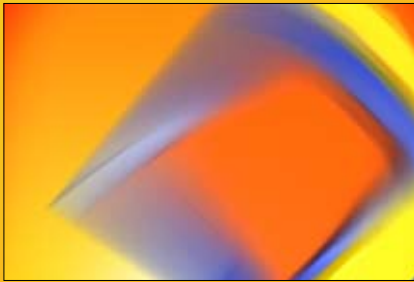


Special On-Air Elements: "TELETOON PRESENTS" :15



"TELETOON PRESENTS:" When it's time to excite the audience about a One Time Only event, special presentation or Movie, the "TELETOON PRESENTS" sub-brand is designed to telegraph the marquee value of the programming coming up next. It is designed to communicate something BIG and Grand brought to you exclusively by the TELETOON brand. From concept to completion, TELETOON PRESENTS represents The Big Picture from it's inception as an idea through it's presentation as programming not to be missed.

On-Air Daytime Navigational Elements: Promo Donut, Open :03



The Promo donut open is designed to brand the front-end of every promo for every program. It provides a quick sense of the network brand personality prior to launching forward a series of animated clips from TELETOON programming. There are several versions of promo donut opens to choose from. See the graphics department for this one and additional versions that can be made available for your use.



On-Air Daytime Navigational Elements: Promo Donut Close :05



The promo donut close is designed to drive from programming clips to tune-in information at the close of a promo. Whether your promo clips are full frame, embedded in an action window, or featured with lower thirds, the promo donut close is your one chance to drive the what, when and of course, where the viewer can find the show. All promos should end with the Master CHUCK logo.



On-Air Daytime Navigational Elements: Endpages :05



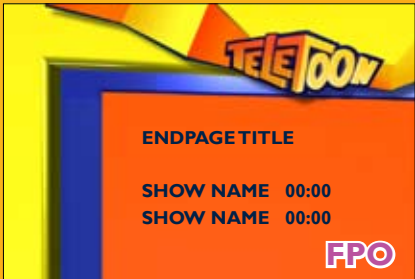
1



2



1



2



1



2

On-Air Daytime Navigational Elements: Menupages :30 Live Hold



On-Air Daytime Additional Elements: Backgrounds :30 Live Hold



There are a variety of animating backgrounds based on the cornerstone motif for you to choose from. These should be used as cycling back-plates on sponsor billboards, special promotions, PSA's, as well as additional elements that require branded look and feel.

THE DETOUR ON TELETOON

THE

:a deviation from a direct course or the usual procedure;

DETOUR

:a deviation from a direct course or the usual procedure;

THE DETOUR ON TELETOON BRANDMARK



detour

noun: a long or roundabout route taken to avoid something or to visit somewhere along the way. an alternative route for use by traffic when the usual road is temporarily closed.

verb: take a roundabout route: he detoured around the walls. avoid or bypass (something) by taking such a route : I would detour the endless stream of motor homes.

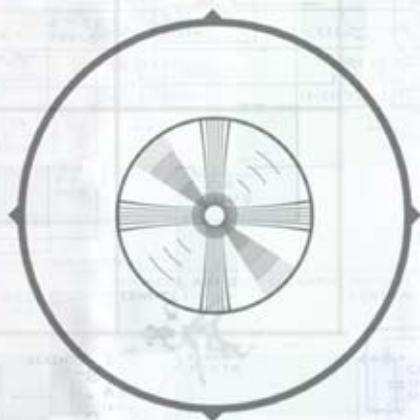
brand: fearless entertainment.



The DETOUR on TELETOON's brand personality is like a vessel through which pop culture travels and never stands still. It is a place that's always hip to the next thing, or simply creates it. It is a place for entertainment that's fearless in every sense of the word. Even the ordinary and mundane can be put in a new perspective, one that challenges and intrigues, and pushes things just a little further than perhaps necessary.

The DETOUR on TELETOON is smart and thinks for himself or herself with a unique style and point of view. S/he doesn't pay attention to anyone's opinion about her; nor does s/he seek approval. S/he's always up for playing a game or reading a bit. S/he questions established ideas and constantly learning and evolving – you never know what s/he's going to do next.

In short, The DETOUR on TELETOON is its own On-Air culture centered on the ethic of "fearless entertainment."



THE DETOUR ON TELETOON VARIATIONS

The DETOUR on TELETOON's colour palette varies with setting and trends.



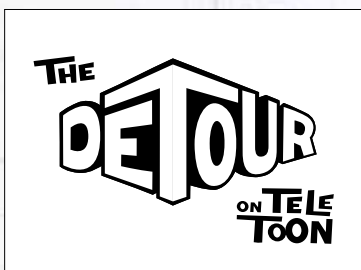
Master DETOUR Brandmark

This is the primary on air logo. Apply in all cases, excluding the following amendments on this page



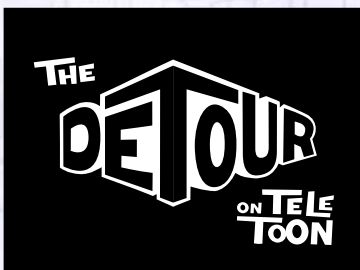
Master DETOUR Brandmark, Stroked

Apply the stroked version of the Brandmark on backgrounds that obfuscate the Dark Blue outline.



Knockout DETOUR Brandmark

This is the monochromatic variant of the On-Air Brandmark. Apply only in print when a full color process is unavailable.



Knockout DETOUR Brandmark, Stroked

Apply the stroked version of the Brandmark on backgrounds that obfuscate the black outline, in print when a full color process is unavailable.



On-Air DETOUR Brandmark Modification

The DETOUR Brandmark maybe modified in animations, provided the inherent structure of the brandmark is not compromised.

THE DETOUR ON TELETOON FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#%&*()_+{|}: "<>? i £ ¤ § -
" ' < ... æ ÷
1234567890

OCR-A, extended

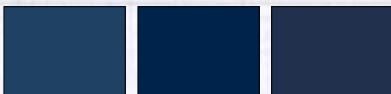
To be applied as the primary font on all titles, headers, and on screen graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#%&*()_+{|}: "<>? i ™ £ ¤ § - " ' « ... æ ÷
1234567890

Gill Sans, light

Apply in off air applications to large blocks of text, such as body content of news letters, Powerpoints, and press releases,

THE DETOUR ON TELETOON COLOR PALETTE



D Dark Slate Blue

Pantone
533 C

CMYK
95, 72, 15, 62

RGB
33, 49, 77



D Medium Grey

Pantone
5295 C

CMYK
27, 20, 2, 7

RGB
175, 173, 195



D Light Grey

Pantone
5455 C

CMYK
16, 3, 3, 5

RGB
198, 211, 215



OFF-AIR DETOUR DO'S AND DON'T'S



Do...
add texture to the DETOUR logo.



Do...
distort the DETOUR logo in opening animations and in ID's.



Do...
crop the logo.



Don't...
break or alter the DETOUR / on TELETOON lockup.



Don't...
show the DETOUR logo without the on TELETOON stamp.



Don't...
reverse the color relationship of the DETOUR logo

OFF-AIR DETOUR POWERPOINT

TITLE GOES HERE IN 32PT

Text main in 28 pt Gill Sans Light

- First Bullet list in 24 pt Gill Sans Light

- Sub-bullets in 20 pt Gill Sans Light



Powerpoint (dark version for screen)

TITLE GOES HERE IN 32PT

Text main in 28 pt Gill Sans Light

- First Bullet list in 24 pt Gill Sans Light

- Sub-bullets in 20 pt Gill Sans Light



Powerpoint (light version for printing)

OFF-AIR DETOUR MASTER BUG

The DETOUR Bug is a unique iconic shape designed to represent the DETOUR Brandmark in an abbreviated form. It serves as a device that links the DETOUR to the daytime Brandmark through use of the tilted cornerstone "T". The bug represents the progressive-ness and forward thinking of the block, by tilting the cornerstone "T" to the right, thus creating an arrow which points "forward." Over time the Screen Bug can be used in addition or in place of the DETOUR Brandmark as an iconic symbol of the brand.



Master Bug



Monochromatic



Monochromatic, knockout



DETOUR ON-AIR DO'S AND DON'T'S



Do...
add texture to the DETOUR logo.



Do...
distort the DETOUR logo in opening animations and in ID's.



Do...
crop the logo or rotate.



Don't...
break or alter the DETOUR / on TELETOON lockup.



Don't...
show the DETOUR logo without the on TELETOON stamp.



Don't...
reverse the color relationship of the DETOUR logo.

THE DETOUR ON TELETOON BRAND CHARACTER

The DETOUR on TELETOON is comprised of the piece parts of television in its pure unpackaged form – random sounds, images, technological components, etc. . . . but with a purpose: to bring you television in a raw but animated form. The DETOUR on TELETOON's purpose is to bring the viewer's TV alive by communicating to the viewers in a way that TV would if given the ability to fearlessly transcend its place as a delivery system for programming information, stories, and escapism, and function in a language native to the TV it's self. The DETOUR on TELETOON plays with the notion of standard TV/ Broadcasting conventions. The DETOUR on TELETOON tosses out or ironically exploits any convention that attempts to: take the technology of T.V. out of the watching experience, craft a transporting, escapism illusion for the viewer; distract the viewer from the reality of the common T.V. watching experience. The DETOUR on TELETOON embraces the idiosyncratic technological "presents" of broadcasting, the network, or of the television and its components. For example: test patterns, color bars, video count downs, tracking lines, static, the black bars and chunky text of close captioning, the neon green of the volume meter on the screen. . . . even in television dramas when actors break character and address the viewer directly. The DETOUR on TELETOON seeks to have viewers embrace the box. The DETOUR on TELETOON snickerly succumbs to network / industry standards. The DETOUR on TELETOON will end T.V. abuse. Your T.V. loves you, it's time you love it. The DETOUR on TELETOON burns to be with you. Your T.V. hates you for going out last night. The DETOUR on TELETOON brings the "End of Television" as we knew it.

ON-AIR DETOUR KEYABLE BRANDMARK



On-Air Envoirement

Applying the Brandmark in On-Air ID's, Donuts Opens, Endpage Opens, or in promotional spots, you are free to texture, distort, warp, animate, or color the Brandmark, with the provision the the inherent structure of the mark is not compromised, and that the approved lockup is used to close the spot.



Keyable over Black

Key the DETOUR Brandmark over black by using the stroked logo.



ON-AIR GUIDELINES DETOUR LOGO



Keyable over White

Key the DETOUR Brandmark over white by using the primary logo.



On-Air Bug

The Standard DETOUR Screen Bug has a white stroke to insure legibility over any background.

DETOUR ON-AIR ELEMENTS: ID #1 "MAGENTA" :10

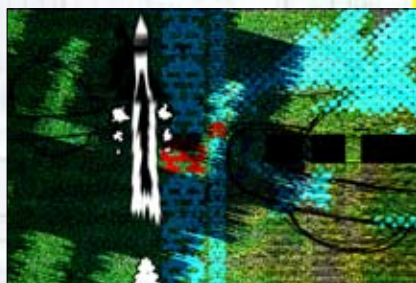
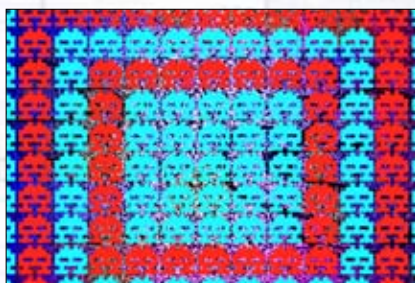


DETOUR ON-AIR BRANDING ELEMENTS

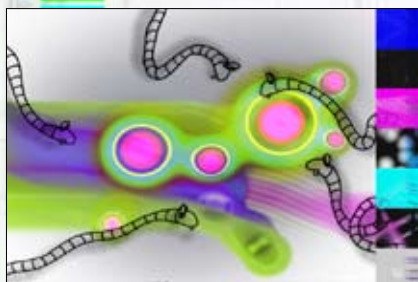
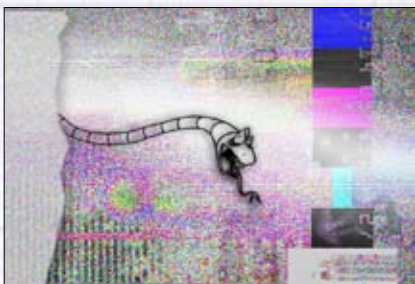
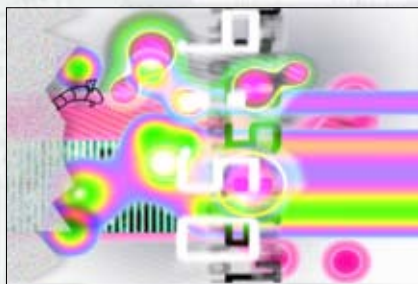
The DETOUR on TELETOON's IDs are the primary vehicles for establishing the On-Air personality of the DETOUR brand. Typically running (4) times an hour - top and bottom and, if possible, during one break at :15 and :45, DETOUR IDs are designed to quickly and cleverly speak to the audience and remind them of the brand personality of the network. As programming migrates horizontally from episode to episode and vertically through the night, and into day, the IDs are intended to provide continuity of the network brand character throughout.

The following (6) DETOUR IDs vary in length from :05 to :15 seconds and all feature the Hero brandmark as the driving force behind a landscape of chaos, peppered with elements of animation and television, deconstructed to create pattern and texture.

DETOUR ON-AIR ELEMENTS: ID #2 "PLANET STATIC" :10



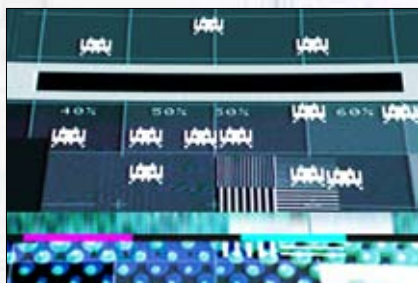
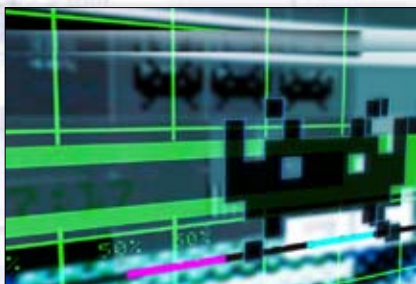
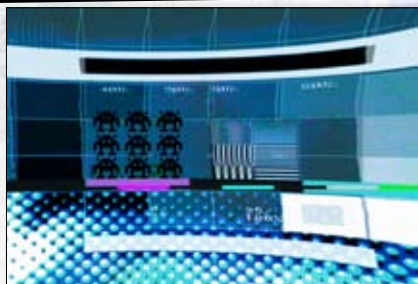
DETOUR ON-AIR ELEMENTS: ID #3 "WORMS" :10



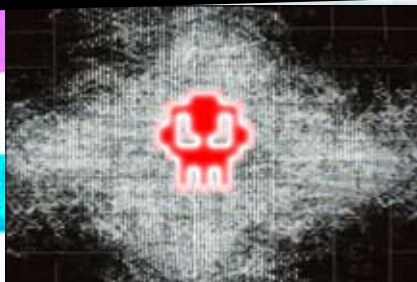
DETOUR ON-AIR ELEMENTS: ID #4 "SKULLS" :10



DETOUR ON-AIR ELEMENTS: ID #5 "SPACE INVADERS" :10

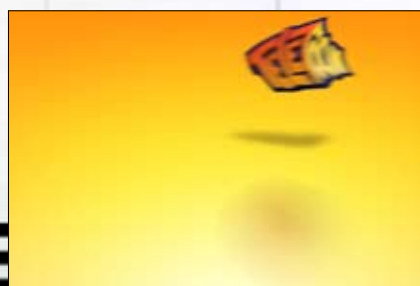
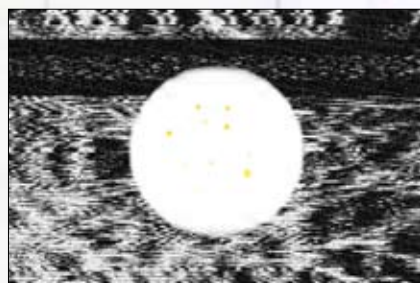


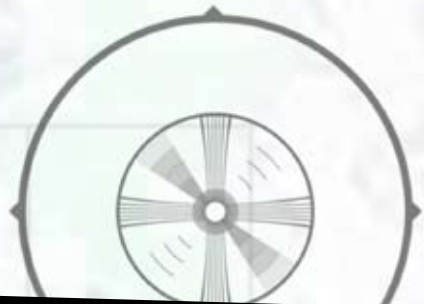
DETOUR ON-AIR ELEMENTS: DAY TO NIGHT TRANSITIONAL ID'S :15



Transitional: The following two ID's are to be used at the beginning and end of DETOUR programming. They serve as transitional elements, migrating the network from one brand character to the other. The Day to Night Transitional ID's also contain the first parental advisory warning and is required by THE CRTc.

DETOUR ON-AIR ELEMENTS: NIGHT TO DAY TRANSITIONAL ID'S





DETOUR ON-AIR ELEMENTS: DETOUR SEASONAL ID #1 "WINTER" :10



Seasonal IDs: On special holidays and seasonal events, specially created IDs help to make the channel brand an "occasion" oriented destination to celebrate. From specials and movie stunts, to themed promotable, DETOUR Seasonal IDs and their corresponding toolkit elements are to be used up to 3 days prior to tease and end immediately after the holiday is over.

ON-AIR BRANDING ELEMENTS: SEASONAL ID #2 "HALLOWEEN" :10



DETOUR ON-AIR NAVIGATIONAL ELEMENTS: PROMO DOUGHNUT, OPEN



The Promo donut open is designed to brand the front-end of every promo for every program. It provides a quick sense of the network brand personality prior to launching forward a series of animated clips from DETOUR programming. There are several versions of promo donut opens to choose from. See the graphics department for this one and additional versions that can be made available for your use.

DETOUR ON-AIR NAVIGATIONAL ELEMENTS: PROMO DOUGHNUT, CLOSE

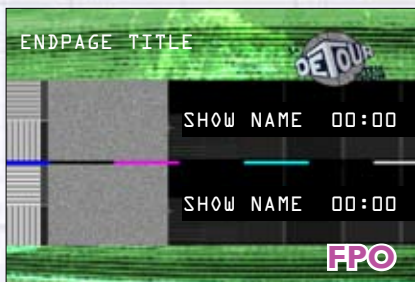


The promo donut close is designed to drive from programming clips to tune-in information at the close of a promo. Whether your promo clips are full frame, embedded in an action window, or featured with lower thirds, the promo donut close is your one chance to drive the what, when and of course, where the viewer can find the show. All promos should end with the DETOUR on TELETOON Brandmark.

DETOUR ON-AIR NAVIGATIONAL ELEMENTS: ENDPAGES



1



2



1



2



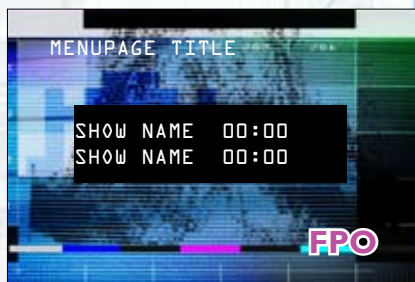
1



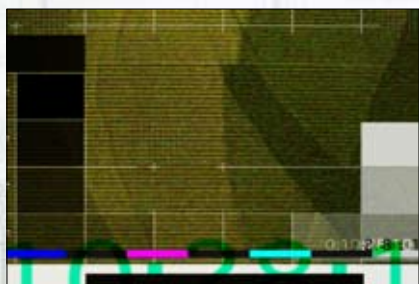
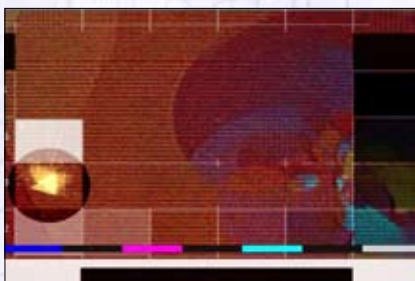
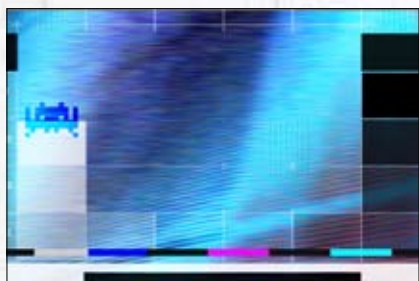
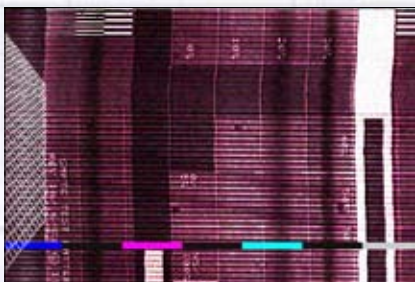
2



DETOUR ON-AIR NAVIGATIONAL ELEMENTS: MENUPAGES



DETOUR ON-AIR NAVIGATIONAL ELEMENTS: BACKGROUNDS



DETOUR Additional Elements: Backgrounds :30 Live Hold

There are a variety of animating backgrounds based on the cornerstone motif for you to choose from. These should be used as cycling back-plates on sponsor billboards, special promotions, PSA's, as well as additional elements that require branded look and feel.

TELETOON RETRO

TELETOON

RE

TELETOON RETRO Logo



TELETOON RETRO Personality

Animation is a part of our lives, and has been such for approximately 100 years. It is a testament to the imagination of thousands of artists and craftsmen, and is a thread that unites generations in fun, laughter, nostalgia, and timeless humour.

TELETOON RETRO is Canada's only programming block and network exclusively devoted to classic cartoons from the past. It offers cartoons that have withstood the test of time...those all time favourites and timeless classics.

TELETOON RETRO is a brand dedicated to bringing the great heritage, richness, and boldness of the "Uncut Classics" to the delight of contemporary audiences of all ages. TELETOON RETRO is a rediscovery of favourites and classic cartoons with an attitude for Adults and a discovery of great cartoons for Kids.

Watching TELETOON RETRO delights, intrigues, captivates, challenges, amuses, and at times slightly frightens, the viewers – all within the same programming block (channel). Combine this range of genres with the variety of styles and other attributes represented by the programming, and what you have is a lot of territory for a single logo of a single colour to cover without feeling "stretched" or simply looking out of place – that's why the TELETOON RETRO logo has a palette of colours that align with specific decades during which the specific Programming was originally created.

For every decade, from the B&W 20s to the Electric 80s, there's a colour palette that you can use. This will allow you to have creative flexibility, yet also provide an opportunity to cue the viewer as to what they're watching and to draw from the collective emotions and associations of the respective decade.

TELETOON RETRO Logo Variations

TELETOON RETRO contains 6 palettes that correspond with the eras of the programming which is being featured. Like The DETOUR on TELETOON, these must be paired with spice when appearing On-Air (for more information on working with spice please see Section 4.7).



Master Logo

Green, the one to use across the entire Block or when the logo has to appear without spice.



Black and White

Cartoons from the 20s/30s.



Blue

Cartoons from the 40s/50s.



Brown

Cartoons from the 60s/early 70s.



Orange

Cartoons from late 70s/80s.



Purple

Cartoons from late 80s/early 90s.

TELETOON RETRO Fonts

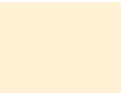
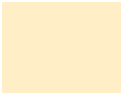
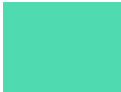
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^&*()_+{|:”<>?;™£¢§–“‘«…æ÷
1234567890

Gill Sans, light
Body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^&*()_+{|:”<>?;™£¢§–“‘«…æ÷
1234567890

Gill Sans, bold
Titles, headlines.

TELETOON RETRO Color Palette

R Cream			
	Pantone 7401 C	CMYK 0,5,25,0	RGB 241,227,187
R Sea Foam			
	Pantone 3385 C	CMYK 54,0,37,0	RGB 80,218,176
R Forest Green			
	Pantone 568 C	CMYK 89,11,48,47	RGB 0,104,91

TELETOON RETRO Bugs

These bugs can be used in On-Air or Off-Air application when reinforcing the full identity or when space is limited.



Master Bug



20s-30s



30s-40s



40s-50s



60s-70s



80s-90s



Opaque



Translucent

Brand Extensions



CAMP TELETOON

CAMP TELETOON functions as a On-Air and Off-Air summer block as well as in corresponding events and promotions. The On-Air personality alters to accommodate the increases number of viewership during the school break.



Master Logo

CAMP TELETOON Fonts

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$\$%^&*()_+{}|:.”<>?;™£¢§–““«...æ÷
1234567890**

Gill Sans, bold

To be applied as the primary font on all titles, headers, and on screen graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$\$%^&*()_+{}|:.”<>?;™£¢§–““«...æ÷
1234567890

Gill Sans, light

Variant of the primary font. Apply in off air applications to large blocks of text, such as body content of news letters, Powerpoints, and press releases,

CAMP TELETOON Color Palette

TT Gold			
	Pantone 7408C	CMYK 0,30,99,0	RGB 242,175,0
TT Tan Stroke			
	Pantone 1505C	CMYK 0,52,80,0	RGB 255,110,0
TT Dark Blue			
	Pantone 282C	CMYK 100,82,10,64	RGB 0,33,71
TT Dark Green			
	Pantone 356C	CMYK 90,0,100,25	RGB 0,137,63
TT Bright Green			
	Pantone 376C	CMYK 50,0,100,0	RGB 140,198,63

Online Architecture and Guidelines

Everyone starts on teletoon.com and selects what they want.



TELETOON C (trade)



DETOUR content (14+)



Daytime content (8-12)



Online logo



Acceptable ways to display TELETOON URLs. Gill Sans Bold and Light are used in two examples.

Partner Sub-brands



Acceptable lock-up variations

Examples are for illustration purposes only and not actual brandmarks.

Size relationship

The TELETOON master logo should never be less than the width of the partner logo. If the partner logo is taller than it is wide, the TELETOON identity should then be equal to the height.

Colour

The TELETOON Master Brandmark may be locked up in b&w, TT gold, or TT gradient pattern. It is preferred that the colour of the TELETOON Master Brandmark complement and not compete with partner logo. The TELETOON Brandmark may NOT be converted to a colour that exists outside of the Master Brandmark palette to mirror a partner logo.

Lock-Up

It is preferred that the TELETOON Master Brandmark appear at the top of the lock-up.

Lock-ups can be broken apart, meaning the TELETOON Master Brandmark can live in the upper left corner, while the Partner logo is in the lower right.

Please note: Each TELETOON brand has its own set of Guidelines covering On-Air, Online and Off-Air usage, as do other companies when using their logo. Please be sure to contact the partner to ask for a copy of their usability or graphic standards.

Licensing and Merchandising

The logo features the word "TELETOON" in a bold, orange, sans-serif font. Below it, the words "Original Production" are written in a smaller, dark blue, sans-serif font.The logo features the word "TELETOON" in a bold, orange, sans-serif font. To its right, the words "Animation Workshops" are written in a smaller, dark blue, sans-serif font, stacked vertically.The logo features the word "TELETOON" in a bold, orange, sans-serif font, followed by the Roman numeral "VII" in a dark blue, sans-serif font.The logo features the word "TELETOON" in a bold, orange, sans-serif font. Below it, the words "Masters Program" are written in a dark blue, sans-serif font.

Company Initiatives and Brand Extensions Lock-up Guidelines

Acceptable Lock-ups

Size relationship

The TELETOON Master Brandmark should never be less than the width of the Partner Logo. If the Partner Logo is taller than it is wide, the TELETOON logo should then be equal to the height.

Colour

It is recommended that Brand Extensions / Sub Brands are locked up with the TTgold outline Masterbrand Logo. The TELETOON Brandmark should never be converted to a colour that exists outside of the Master Brandmark palette. Brand Extension/ Sub Brands should never be converted to a colour that exists outside of the Master Brandmark palette.

Lock-Up

If the Brand Extension/ Sub Brand is less than 8 letters (the length of TELETOON) it should be a one line lock-up. If the Brand Extension/ Sub Brand is multiple words, it should be stacked or placed to the right of the logo (as shown).

Font

Always use Las Vegas Jackpot for Brand Extension/ Sub Brand lock-ups. The size should align with the height and /or width of the TELETOON Master Brandmark.

Licensing and Merchandising

TELETOON PRESENTS DVD Masthead



English



French

Licensing and Merchandising

DETOUR PRESENTS DVD Masthead



English



French

Licensing and Merchandising



As Seen on TELETOON (English)



As Seen on TELETOON (French)



As Seen on DETOUR (English)



As Seen on DETOUR (French)



DETOUR Blast Newsletter Header (English)



DETOUR La Jam Newsletter Header (French)



TELETOON Insider Newsletter Header (English)



TELETOONVIP Newsletter Header (French)

Licensing and Merchandising



TELETOON / DETOUR Hummer Rap

Contact Information

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